

Message Text

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FM AMEMBASSY TOKYO

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E.O. 11652: N/A

TAGS: BEXP, JA, US

SUBJECT: REHABILITATION USA EXHIBITION/SEMINAR

REFS: A) WELCH LETTER TO BORROWMAN, 7/21/77; B) TOKYO 11382;

C) USDOC WASHDC 14801

1. RE AMENDED BUDGET FOR SEMINAR CONTAINED REF A, ALL ELEMENTS OF EMBASSY (INCLUDING USTC) OPPOSE CONCEPT OF A SINGLE FLYER ANNOUNCING SUBJECT EXHIBITION AND SEMINAR PROGRAM/FILM SHOW. ASIDE FROM POLICY CONSIDERATIONS NOTED REF B, WITH WHICH COMMERCE APPARENTLY IN FULL AGREEMENT (REF C), THERE ARE COMPELLING PRACTICAL REASONS FOR SEPARATE FLYERS.

2. TARGET AUDIENCE FOR SEMINAR MUST BE FAR MORE SELECTIVE THAN FOR EXHIBITION, SINCE AVAILABLE SPACE LIMITS US TO NO MORE THAN 150-200 INVITEES FOR EACH SEMINAR SESSION. IF WE ARE TO ACHIEVE OUR BROAD SEMINAR OBJECTIVES AND MAKE THE ENTIRE EFFORT WORTHWHILE FOR ALL USG AGENCIES CONCERNED, WE ARE CONVINCED THAT CONSIDERABLE EMPHASIS MUST BE GIVEN TO IDENTIFYING THOSE KEY GOVERNMENT, BUSINESS

AND EDUCATIONAL LEADERS WHO ARE MOST INFLUENTIAL IN REHABILITATION PROGRAMS IN JAPAN. THESE, WE BELIEVE, UNCLASSIFIED

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WOULD ALSO BE INDIVIDUALS WITH THE GREATEST INTEREST IN THE HIGH TECHNOLOGY PRODUCTS AND EDUCATIONAL EXHIBITS AT TC SHOW.

3. MOREOVER, FROM LOGISTIC STANDPOINT IT IS ESSENTIAL THAT WE MAINTAIN CONTROL OVER THE NUMBER AND IDENTITY OF INVITEES. A BLANKET MAILING TO ENTIRE UNIVERSE

COULD CAUSE A CHAOTIC SITUATION IN WHICH WE, QUITE CONCEIVABLY, COULD RECEIVE FAR MORE REQUESTS FOR SEMINAR TICKETS THAN COULD POSSIBLE BE ACCOMMODATED IN THE EMBASSY AUDITORIUM. ALSO, SINCE REGIONAL PROMOTION OF EXHIBITION/SEMINAR IS ANTICIPATED, ISSUING TICKETS ON A FIRST-COME, FIRST-SERVED BASIS WOULD UNQUESTIONABLY PLACE POTENTIAL KEY VISITORS FROM NEIGHBORING COUNTRIES AT A DISTINCT DISADVANTAGE.

4. FINALLY, SECURITY CONSIDERATIONS DICTATE THAT WE MAINTAIN A CONTROL OVER THE NUMBER AND IDENTIT OF THE VISITORS.

5. FOR ABOVE REASONS, WE INSIST UPON THE NEED FOR PREPARING SEPARATE SEMINAR FLYER, PRE-FRANKED REGISTRATION CARDS AND ADMISSION TICKETS, AND REQUEST THAT FUNDS FOR ITEMS 3B, C AND D AND ITEMS 4A, B AND C BE RESTORED ASAP. TO EMPHASIZE THAT THE SEMINAR IS A BROAD USG EFFORT, THE LETTER OF INVITATION TO SEMINAR WILL BE SIGNED BY AN APPROPRIATE EMBASSY, RATHER THAN TC, OFFICIAL, ALTHOUGH EXHIBITION FLYERS WOULD BE HANDLED IN REGULAR MANNER. THE EMBASSY LETTER OF COURSE WOULD (RPT) WOULD INCLUDE APPROPRIATE REFERENCE TO THE EXHIBITION.

6. APPRECIATE OIM OFFER TO REPRODUCE SEMINAR TEXTS.
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WE ASSUME, HOWEVER, THAT PRIOR TO REPRODUCTION, THE CONTENTS OF PAPERS FROM PRIVATE SECTOR WILL BE REVIEWED BY WASHINGTON SPECIALISTS WHO ARE FULLY AWARE OF JAPANESE SENSITIVITIES IN THE SUBJECT AREA.

7. ITEM 6C, CLERICAL ASSISTANT, CAN, OF COURSE, BE ELIMINATED, ALTHOUGH PROBLEMS, NOT ENTIRELY INSURMOUNTABLE, WILL BE ENCOUNTERED. IN THIS CONNECTION, WE WOULD HOPE THAT ALL ARRANGEMENTS FOR SEMINAR WILL HAVE BEEN COMPLETED WELL BEFORE THE ARRIVAL OF PROJECT OFFICER.

8. IN VIEW OF EMBASSY SUPPORT OF SEMINAR PROGRAM, M.P. CONTRACTOR WILLING TO FOREGO FEE FOR SEMINAR.
MANSFIELD

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